

ABSTRACT

Title: Marketing research of HC Sparta Praha fans' satisfaction

Objectives: The main objective of this diploma thesis is to find out how satisfied were HC Sparta Praha fans with the quality and the quantity of services that were offered them during season 2010/2011. As the contribution of the diploma thesis I will propose, according to the outcome of the marketing research, new services that can HC Sparta Praha offer to increase the fans' satisfaction. I will eventually propose how to improve current services.

Methods: I used a method of personal interview, electronic survey and observing in my diploma thesis. The method of personal interview was used for the preparation of a questionnaire. I interviewed employees of HC Sparta Praha's marketing department. The method of electronic survey was used for data collecting and I used observing when working in a Customer Care Centre and when attending HC Sparta Praha's home matches.

Results: I found out, that HC Sparta Praha fans were satisfied with almost all services, that the club offered them. The most important thing, when attending home match, is a sport performance and the less important is a supplementary program. In total was the worst evaluation around number 3 ("not satisfied, nor dissatisfied").

Keywords: service, marketing mix in sport, marketing research, fans' satisfaction, ice hockey